



FOR IMMEDIATE RELEASE

ZEISS NAMED AN AFFILIATE SPONSOR AND THE OFFICIAL RIMFIRE RIFLE SCOPE OF THE 2023 PRECISION RIFLE SERIES

West Bend, WI – Precision Rifle Series (PRS) LLC, the preeminent precision rifle organization in the world, dedicated to the promotion and growth of the sport of competitive precision rifle shooting, is proud to have ZEISS as an Affiliate Sponsor and the Official Rimfire Rifle Scope of the 2023 Precision Rifle Series Season.

"We are thrilled to partner with ZEISS during the 2023 season and we are excited about their commitment to the PRS and to the innovation and development of optics that will meet the demands of PRS shooters," said Ken Wheeler, Director of the PRS. "ZEISS, a leader in optics and optoelectronics, is a welcome addition to PRS firing lines."

The recent release of the ZEISS LRP S3 – First Focal Plane Riflescopes for Long-Range Precision Shooting has been much anticipated by PRS Rimfire shooters! The new riflescope for long-range precision shooting and hunting includes impressive total elevation travel, advanced optics, daytime visible illuminated reticle, ballistic stop, and an external locking windage turret. The product family consists of two models: ZEISS LRP S3 425-50 and 636-56. Both are available in either milliradian (MRAD) or minute-of-angle (MOA) configurations. "With the LRP S3 we have expanded our successful long-range precision scope portfolio to provide more options for highly reliable and precise optics that are ready for competition," stated Kyle Brown, Director of Marketing and Products for ZEISS Consumer Products USA.

PRS shooters are impressed by the total elevation travel – for precise bullet placement on the most distant targets. "In long-range rifle competitions, shooters will experience challenging conditions like switching winds, poor and harsh lighting, or the stress of time", explained Brown, who is an experienced long-range precision shooter himself. "You may not be able to control these conditions, but you can certainly adjust for them with your choice of a riflescope." With up to 160 MOA or 46.5 MRAD of total elevation travel for the 425-50 model and 110 MOA or 32 MRAD for the 636-56 model, the LRP S3 ensures the bullet impact even on the most distant targets.

The ZEISS LRP S3 coupled with the all-new ZEISS LRP S5 provides a PRS product lineup of high-performance optics, featuring best-in-class total elevation travel, and highly repeatable, precise, and tactile turrets as part of compact and heavy-duty riflescopes built for competition. The ZEISS LRP S5 is designed, engineered, and manufactured in Germany and is built to withstand up to a massive 1,500 g-force of recoil. The ZEISS LRP S5 product family consists of two models: 318-50 and 525-56 and is available in four unique configurations – all with 34 mm main tubes.

"For longer-range shooting, precision is crucial. With our new ZEISS LRP S5 we have decisively expanded our product line to provide an elite riflescope that can dominate at every competition," states Kyle Brown – Director of Marketing and Product for Carl Zeiss SBE, LLC. "With the compact and heavy-duty design of these riflescopes we have validated and proven that they are ready to tackle the toughest shooting competitions and the most difficult hunts", emphasized Brown.

Throughout the 2023 season, ZEISS will be a primary sponsor of the world-class PRS AG Cup Series, sponsoring ten of the most elite PRS matches in the country. ZEISS has also been named the Official Riflescope of the PRS Rimfire Series. Through these partnerships, ZEISS will support PRS shooters at the national and regional levels. Look for a ZEISS gift certificate to be received by a deserving PRS shooter at each PRS Pro Series match across the nation during the 2023 season.

The PRS also looks forward to working with the ZEISS team to successfully leverage the partnership to directly support membership, elevate national pro series competitions, and grow the sport. The PRS will host 40+ of the most

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renowned national-level precision rifle competitions in the nation, with the 2023 PRS Finale taking place November 3-5th in Medicine Lodge, Kansas at the Twin Peaks Rifle Club, where ZEISS will be sponsoring the event.

For more information on the Precision Rifle Series, visit: <https://www.precisionrifleseries.com/>

To learn more about ZEISS visit: <https://www.zeiss.com/consumer-products/us/hunting.html>

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